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P. M. A. I.
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MARK P. FRIEDMAN

Goddard, Colin

From: Goddard, Colin
Sent: Tuesday, 2 June 1998 10:53
To: Asante, Dominic; Barthold, Daniel; Guest, Michael; Haase, Gottfried; Hughes, Peter; Imai, Shinichiro; Kennon, Peter; Leiber, Cathy; McAndrew, Phil M. (MS Mail); Merrill, Dave (PMUSA Mac Mail); Miloscia, Joseph; Nelson, Samuel B; Schmidt, Albrecht; Schwenke, Gerhardt; Walk, Ruediger-A.
Cc: Becker, Deb; Dunne, John; FRIEDMAN, MARK; Keane, Denise; Moeller, Niels; Pantet, Raymond
Subject: WEPN 2nd Annual Meeting

As you know, our Worldwide Environmental Policy Network annual meeting is to be held on October 6-8, in Lausanne.

It is not too early to be considering the agenda so that we all have plenty of time to make adjustments and to arrange for presentations, speakers, etc.

We have taken into account all the comments that came back from last year's meeting and this year you will find there is a considerable change of structure and emphasis.

I attach with this note a DRAFT agenda and would appreciate your feedback so that we can make early changes if necessary.

Let me outline what we have tried to do this time.

a) The overall theme is forward rather than backward looking. "Taking Stock for the Future". The Environmental Report encapsulates very effectively what has been done - so we don't really need to repeat that. At this meeting we want to focus on the future and discuss some of our most important topics. These are: Strategic Planning; Tracking - both facility and packaging; Communications and Manufacturer Responsibility. Additional topical issues to be covered are: Sustainable Development and Environmental Reporting.

b) You will see that there are two sessions set aside for Break Out Groups. The focus of these will be to come up with practical recommendations for us to take into future planning.

c) We cover all Nine Environmental Principles during the meeting apart from #4.

d) This year, we are not going to have Presentations from each region - what we are going to try to do is use the last morning for each region to highlight (at the most) **two** significant issues facing them and how they plan to deal with them in 1999. I hope that this will be more of a panel-type discussion rather than a series of short presentations.

e) Nevertheless, I think you'll all agree that the Conference Book we produced last time was extremely useful in subsequent months. For this reason, we are going to ask that each region write a similar report on activities, programmes, etc that have been undertaken against the Nine Principles and these will form the basis of the Conference Book this year. These will not be presented but will be there for everyone's reference.

f) We are going to have a Chairperson for each day and his/her task will be more than simply housekeeping. They will be responsible for summarising the key 'take-aways' from each day with some practical next steps for action. Don't worry - the Chairpersons will be the members of Environmental Policy!

g) We are planning to broaden the attendee profile this year and Debbie and I will be contacting you in the next few weeks to get your suggestions as to whom else we might invite to the Conference.

h) You will see that there are invited speaker sessions at lunch on the first two days. The subjects are Sustainable Development and Environmental Reporting. We have some initial ideas about likely speakers, but, if you have any thoughts on this and/or have seen a particular speaker on these subjects that you'd like to

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recommend, then please let me know.

I believe that you'll find this DRAFT agenda has the potential for a really exciting and meaningful meeting but it needs your input to ensure that we've included the things that you consider vital. Please get back to me when you've had a chance to consider it but, in any case, before the end of this month. This should give you sufficient time to discuss it with key members of your respective environmental committees.

Best regards.....Colin

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